

Office of ~~Training~~

~~SECRET~~ VAULT COPY NO. 320

Basic Intelligence Course (I), Part II

Lesson Title: Effective Graphics in Oral Briefings

Time: 1-1/2 hours

- Objectives:
1. To discuss with the students the value of visual aids in oral briefings and the principles of their selection and use.
 2. To demonstrate to the students the types of visual aids and the audio-visual equipment available to them for briefing sessions.
 3. To discuss with the students the basic principles of design and production of visual aids.

Lesson Schedule: Length of lesson - 1-1/2 hours.

30 min - lecture-question period on objectives 1 and 2.

1 hr - lecture and demonstration on objectives 2 and 3.

Instructors: [REDACTED]

25X1A9a

References: Goets, Rachel M., Visual Aids for the Public Service. Public Administration Service, Chicago, 1954. 89 pp.

Student assignment sheet and text to be used to each student several days before class is scheduled.

Training Aids: 1. Easel, with large tablet and inking den; vu-graph and prepared slide.

2. Assorted graphic aids materials and equipment.

Presentations (1st Session) 30 min.

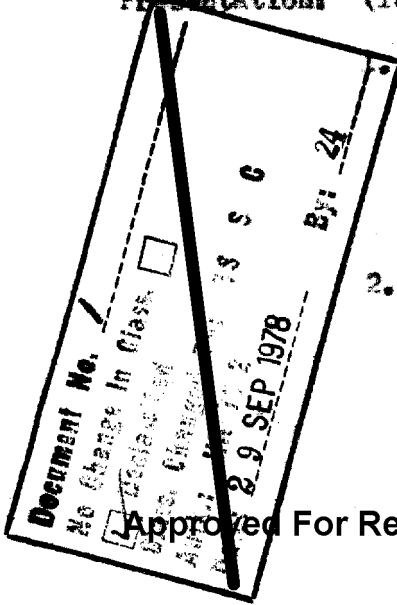
Introduction - 5 min.

- a. Point out the objectives of the lesson
- b. Explain how the lesson will be conducted
- c. Point out general orientation of lesson to graphic aids and audio-visual equipment to the exclusion of audio aids

2. Explanation and Demonstration - 20 min.

- a. Lead off period with remarks on the need for visual aids based upon the inadequacies of the human voice as developed by previous instructors.

Develop these four reasons for the graphic support of briefings through questions asked of the class.



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- (1) Inability of speaking voice to attract and hold attention
- (2) Difficulty of conveying common meaning to all through verbalization
- (3) Difficulty of recalling accurately what is heard
- (4) Verbalizations require time

(Place re-phrased answers on large tablet with crayon to demonstrate that technique of recording progress in a discussion).

- b. Discuss with the class the effective qualities of briefing aids, if properly designed and used, which will offset the inadequacies of verbal presentations and secure better communication.

- (1) Arousing attention and holding it.
- (2) Conveying information.
- (3) Organizing ideas.
- (4) Motivating action.

(Use prepared transparent, Vu-Graph slide to enumerate points and demonstrate technique and equipment.)

Summarize points by placing tablet along side the screen, comparing inadequacies of oral presentation with values of briefing aids. Stress proper utilization of the aids.

- c. Discuss principles: in planning for briefing aids determine with regard to the specific audience the points of presentation requiring visualization because of:

- (1) Most likely to be misunderstood
- (2) Most difficult to explain orally
- (3) Most important

3. Summary: - 5 min.

- a. Call attention to the two aids used in this lesson
- b. Review values of visual aids in support of speech techniques
- c. Review limitations of aids

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Presentation: (2nd Session) 1 hour

1. Introduction - 5 min

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a. Clarify and establish the objectives of this portion of the lesson.

- (1) To display, demonstrate and otherwise point out the various types and classes of graphic aids materials, charts and audio-visual equipment.
- (2) To explain the method and process used by graphic and art specialists in the preparation, design, and final art work of a graphic aid.
- (3) To discuss the basic principles of graphic design, particularly those of color value, movement and form, as related to the graphic design of an aid.

2. Explanation and Demonstration - 50 min.

a. Through a tour of previously arranged exhibits and display sites in the OTR Graphic Aids Shop, the objectives stated above will be discussed in some detail, using as illustration materials set up in the exhibits.

(1) The classes and types of graphic aid charts and materials shall include a discussion of:

(a) pictorial, (b) non-pictorial, (c) graphs, (d) maps and diagrammatic charts, (e) exhibits and displays, (f) slides and film strip.

(2) Graphic aid and audio-visual materials will be used in conjunction with the discussion tour.

(3) A separate display of audio-visual equipment, including motion picture projectors and sound equipment; reference will be made to such equipment when occasion should arise.

3. Summary: 5 min.

- a. Establish the necessity of assistance by an audio-visual specialist or a graphics aid specialist in planning any briefing, if professionally prepared aids are to be used.
- b. Stress the simplicity and clarity of audio-visual and graphic aids as the important aspects to be considered in the planning, preparation and utilization of effective aids.